

# **PROSHOP OPERATOR**

The Official Publication of IBPSIA

# 2024

# MEDIA KIT

AND INFORMATION

**ASK ABOUT DIGITAL OPPORTUNITIES**

**BCMAG.com**  
**barb@bpaa.com**



# 2024 PRO SHOP OPERATOR EDITORIAL CALENDAR

<b>January</b>	<ul style="list-style-type: none"> <li>■ Peter's Principles — Memories of Bill Chrisman</li> <li>■ Drilling Down: Doing What's Right for Customers</li> </ul>	<ul style="list-style-type: none"> <li>■ Marketing: Selling Jersey's for Tournament Season</li> <li>■ New Year's Resolutions for Bottom-Line Success</li> </ul>	<b>Ad Reserve/Marketplace:</b> December 1 <b>Ads Due:</b> December 8
<b>June</b>	TBD		<b>Ad Reserve/Marketplace:</b> May 1 <b>Ads Due:</b> May 8 <b>Bonus Distribution:</b> IBPSIA Convention and Bowl Expo
<b>August</b>	TBD		<b>Ad Reserve/Marketplace:</b> June 28 <b>Ads Due:</b> July 10
<b>October</b>	TBD		<b>Ad Reserve:</b> August 30 <b>Marketplace:</b> September 3 <b>Ads Due:</b> September 9
<b>January 2025</b>	TBD		<b>Ad Reserve/Marketplace:</b> December 2 <b>Ads Due:</b> December 9

## RATES

BLACK/WHITE	1x	3x	6x	12x	24x
Full Page	980	930	880	840	800
Spread	1,860	1,780	1,680	1,600	1,520
Half - Island	730	690	660	620	600
Half - H or V	670	640	610	580	550
Third	560	530	510	480	460
Quarter	470	440	420	400	380
Sixth	390	370	350	330	310

## TWO-COLOR

Add 20% to the black and white rate.

FOUR-COLOR	1x	3x	6x	12x	24x
Full Page	1,410	1,360	1,310	1,260	1,230
Spread	2,680	2,570	2,490	2,410	2,340
Half - Island	1,160	1,120	1,090	1,060	1,030
Half - H or V	1,100	1,070	1,040	1,010	980
Third	990	970	940	910	890
Quarter	890	870	850	830	810
Sixth	610	590	570	550	530

COVERS	1x	3x	6x	12x	24x
Inside Front	1,690	1,620	1,570	1,520	1,470
Inside Back	1,550	1,500	1,440	1,400	1,350
Back Cover	1,830	1,770	1,700	1,650	1,590

## PSO DISTRIBUTION

Distribution of 1,500 includes every domestic pro shop, manufacturers, distributors and suppliers worldwide.

**Published Quarterly:** January, June, August and October.

## INSERTS

Inquire for quantity and rates.

## CONTACT

**Pro Shop Operator**  
 621 Six Flags Dr.  
 Arlington, TX 76011

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 312-285-5525  
 barb@bpaa.com

## BCM MAG.com

The BCM website covers breaking news in the bowling industry, including the pro shop business.

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# PRINT ADVERTISEMENT POLICIES & FILE SPECIFICATIONS

## POLICIES (ALL PUBLICATIONS)

**Publisher assumes no responsibility for color if color proofs are not furnished.**

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

**All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides.** Note: To run a fractional that bleeds off the page, please call for further specifications and sizes.

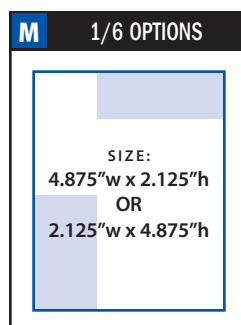
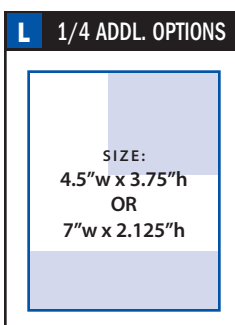
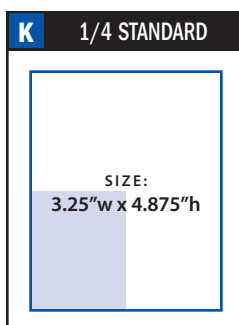
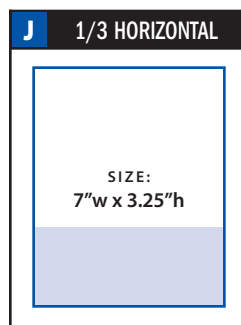
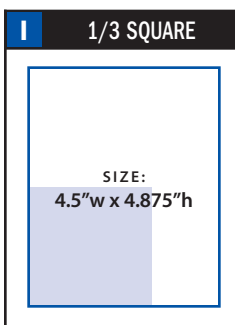
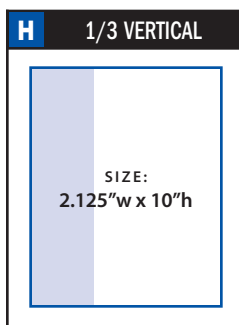
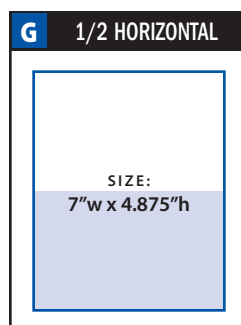
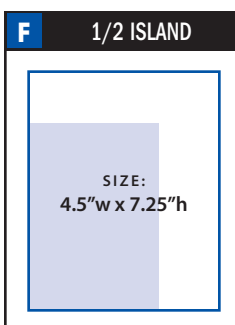
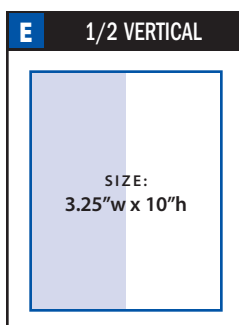
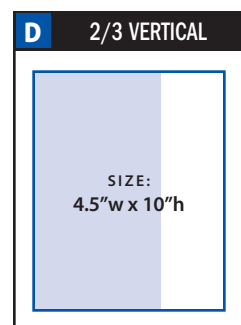
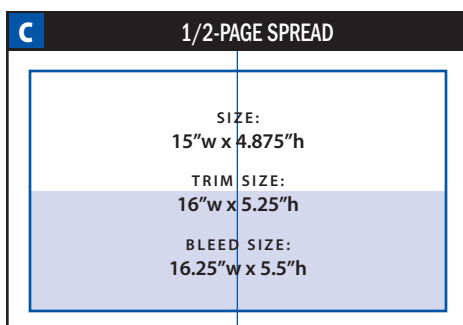
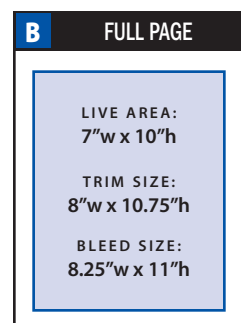
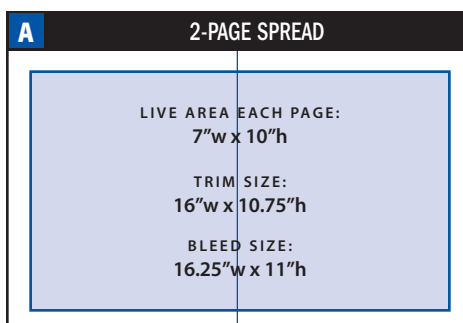
Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size, or that does not meet specifications. Ads created or corrected by BCM/PSO are subject to applicable production charges at the publisher's current rates: **\$125 per hour. Two-hour (\$250) minimum.** These charges are non-commissionable.

## FILE SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Adobe Illustrator, Photoshop and InDesign. We also accept PDFx1-a print-ready PDFs generated from these programs.

### Suggestions to Meet Deadlines:

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.
- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. Each photo and art should be built to printer's quality specifications of 300 dpi at 100% of size used before making final file.
- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.
- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK colorspace.
- Submit final layouts at 100% for quality control.
- Indicate all special instructions on the printouts or within your PO.
- Avoid special characters in file names, e.g., slashes, apostrophes, quotation marks, question marks, etc.



**INCLUDE ADVERTISER'S NAME IN SUBJECT HEADING.**  
**FOR LARGE FILES (10MB OR MORE), SEND ON DISC VIA A TRACKABLE SERVICE.**